

IN THE CLAIMS:

Claim 1 (currently amended): A system for determining a location of an item offered for sale by a merchant ~~at a facility~~ in a multi-dealer retail establishment, the system comprising:

a computer network;

a database associated with the computer network;

means for inputting merchant information into the database wherein the merchant information is associated with a location of ~~the facility~~ of the merchant in the multi-dealer retail establishment;

means for inputting item information in the merchant information wherein the item information is associated with ~~the~~ a description of the item and a price of the item; and

~~means for accessing the merchant information in the database from a computer terminal located in the multi-dealer retail establishment wherein the computer terminal connects to the computer network and enables access to the item information and the merchant information and further via the computer system wherein the computer terminal is remote with respect to the database; and~~

~~means for determining~~ and determines the location of the item in the multi-dealer retail establishment by searching the item information in the database wherein the item information is

associated with the location ~~of the facility~~ of the merchant in the multi-dealer retail establishment.

Claim 2 (original): The system of Claim 1 wherein the computer network is the internet.

Claim 3 (original): The system of Claim 1 further comprising:

a remote server wherein the database is contained on the remote server; and

a website providing access to the database.

Claim 4 (original): The system of Claim 1 further comprising:

means for modifying the merchant information in the database.

Claim 5 (original): The system of Claim 1 further comprising:

a password associated with the merchant for accessing the merchant information in the database.

Claim 6 (currently amended): The system of Claim 1 further comprising:

an electronic map associated with the multi-dealer retail establishment wherein the location ~~of the facility~~ of the merchant associated with the item information is displayed on the electronic map.

Claim 7 (original): The system of Claim 1 further comprising:

means for inputting an image associated with the item into the item information in the database; and

means for accessing the image associated with the item in the database from the computer terminal.

Claim 8 (currently amended): A method for locating an item offered for sale by a merchant in a multi-dealer retail establishment by a user wherein the merchant has a location within the multi-dealer retail establishment, the method comprising the steps of:

providing a computer network;

providing a database connected to the computer network wherein the database ~~includes~~ stores merchant information associated with the merchant and further wherein the merchant information ~~includes~~ has the location of the merchant within the multi-dealer retail establishment;

inputting a product list of the merchant into the merchant information in the database wherein the product list has ~~includes~~ item information associated with items ~~the item~~ offered for sale by the merchant;

providing a terminal in the multi-dealer retail establishment wherein the terminal ~~first~~ access ~~to~~ the database for ~~viewing~~ displaying the merchant information of the merchant in the database via the computer network wherein the terminal is only accessible at the multi-dealer retail establishment;

searching the product list in the merchant information based on the item information associated with the item; and

determining the location of the merchant in the multi-dealer retail establishment based on the merchant information associated with the item information in the product list wherein the

terminal displays the location of the item in the multi-retail establishment based on the merchant information.

Claim 9 (original): The method of Claim 8 wherein the computer network is the internet.

Claim 10 (original): The method of Claim 8 wherein the first access to the database is wireless.

Claim 11 (original): The method of Claim 8 further comprising the steps of:

providing a remote server; and

storing the database on the remote server.

Claim 12 (original): The method of Claim 8 further comprising the step:

providing a second access to the database for modifying the merchant information in the database via the computer network.

Claim 13 (original): The method of Claim 8 wherein the first access is from a remote computer terminal with respect to the database.

Claim 14 (original): The method of Claim 8 further comprising the step of:

providing a password for accessing the merchant information in the database via the computer system.

Claim 15 (currently amended): The method of Claim 8 wherein the ~~first access to~~ terminal accesses the database ~~[[is]]~~ via a computer website on the computer network wherein the computer website is remote with respect to the database.

Claim 16 (original): The method of Claim 8 further comprising the step of:

displaying the location of the merchant in the multi-dealer retail establishment on a map wherein the map is associated with the multi-dealer retail establishment.

Claim 17 (original): The method of Claim 8 further comprising the step of:

downloading an image into the item information of the item in the database via the computer network wherein the image is associated with the item.

Claim 18 (original): The method of Claim 8 wherein the item information includes geographical information associated with the item for sale by the merchant.

Claim 19 (currently amended): The method of Claim 8 further comprising the steps of:

inputting user information into the database via the computer system wherein the user information is associated with the user; and

searching the product list in the merchant information based ~~base~~ on the user information.

Claim 20 (original): The method of Claim 8 further comprising the steps of:

inputting an inventory of the merchant into the database via the computer system wherein the inventory is associated with the

product list of the merchant and further wherein the inventory includes the item for sale; and

modifying the inventory of the merchant via the computer system.